CITY COUNCIL
CITY OF SONORA
APRIL 2, 2018

A Regular Meeting of the City Council of the City of Sonora was held this date in the Council Chambers at City Hall, 94 North Washington Street, at 5:00 p.m. The following members were present: Mayor Connie Williams, Mayor Pro-Tem Jim Garaventa, Councilmembers Matt Hawkins, Mark Plummer, George Segarini; City Administrator Tim Miller, City Clerk Marijane Cassinetto, City Attorney Douglas White, Fire Chief Aimee New, Interim Police Chief Turu VanderWiel, Community Development Director Rachelle Kellogg. Absent: Interim Engineer Gerard Fuccillo.

Mayor Williams reported that there was no Closed Session Meeting this date.

CITY CLERK'S REPORT ON POSTING OF AGENDA

City Clerk Cassinetto advised Council that at Noon on the 30th day of March, 2018, the Agenda for the City of Sonora Council Meeting scheduled for this date was posted outside City Hall for public view.

APPROVAL OF THE AGENDA

No changes.

PRESENTATIONS

None.

PUBLIC COMMENT

A member of the public said that tonight's Agenda has only two Business items, and that seems very short to her because there are a number of issues that she has requested to be put on the Council's Agenda, which are parking, pet waste stations, trash and recycling, dog messes and vomit on Washington Street. **Greg Popovich** noted a very positive incident downtown where a homeless man helped him assist an elderly gentleman who had fallen, and they both patched him up. He also reported a number of incidences regarding the homeless on his properties, which he said are "terrorizing his building and his clients"; they have broken five very expensive windows, a fire occured at one of his buildings which police told him was possibly started from a transient's warming fire, and there has been a homeless camp on his property, and that the City Police were very helpful and removed them, but that they then relocated to another of his properties. Popovich stated that there are some who are truly homeless and want to work, but there is the greater percentage who choose not to work. He asked that the Police be empowered to do their job to remove the homeless, and he said that we need to help those who want help but need to get rid of the others.

CONSENT CALENDAR

MOTION by Councilmember Hawkins, second by Mayor Pro-Tem Garaventa, that the Consent Calendar be approved as follows:
1. Approval of the Council Minutes for the Closed and Regular Council Meetings of March 19, 2018;
2. Approval to pay invoices for previously budgeted expenses on April 3, 2018, in the amount of $102,280.77; and
3. Approval of disbursements in the amount of $134,111.40 on March 30, 2018, for payroll, inclusive of employee salaries, employer and employee taxes and retirement contributions, and miscellaneous voluntary employee deductions. There was no public comment, and the **MOTION passed unanimously.**

UNFINISHED BUSINESS
None

PUBLIC HEARINGS
None

NEW BUSINESS

TCEDA (Tuolumne County Economic Development Agency) Fiscal Year 2019 Budget. The Council considered approving the proposed TCEDA FY 2019 Budget. Noting that the TCEDA's requested contribution from the City is $102,841.00, which is the same as last year, Administrator Miller reviewed the request. Miller also reported that if approved, said monies would be funded by the City's General Fund, and he provided the Council with a copy of a letter dated April 1, 2018, to the City Administrator from Ken Perkins, opposing any funding by the City to the TCEDA. A copy of said letter is attached hereto as Exhibit "A" and incorporated herein to which further reference is made.

TCEDA Chief Executive Officer Larry Cope presented the Agency's proposed Budget for FY 2019 reporting total expenses of $460,732.00, anticipated revenues of $460,732.00 of which, if approved, the City would supply $102,841.00, and the County of Tuolumne would supply $344,292.00, and miscellaneous outside revenues of $13,599.00. Cope noted that the Tuolumne County Board of Supervisors has endorsed the Budget as presented, and if the City gives its approval tonight, the TCEDA Board will formally adopt it, as presented, at its Meeting on May 11, 2018. Cope distributed copies of the TCEDA Annual Report dated March 2018 to the Councilmembers. A copy of said Report is attached hereto as Exhibit "B" and incorporated herein to which further reference is made.

The Mayor asked for public comment. Tuolumne County Administrator **Craig Pedro** appeared on behalf of Supervisor John Gray reporting the support of the County Board of Supervisors. **Shaun Flynn** representing Teckcode, a business incubator which houses early-stage companies, commented on his support, and that Larry Cope and the

TCEDA provide great outreach services. **Kurtis Clark** representing the Sonora Business Center, appeared in support of the TCEDA's involvement with the Small Business Development Center Program, and stated its commitment to continuing business with the TCEDA. Stating that the TCEDA and its Budget are very beneficial, Tuolumne County Business Council Executive Director **Ron Koff** appeared in support of its Budget. Representing Sierra Pacific Industries, **Aaron Socey**, appeared in support of the Budget. Gas station and mini mart owner **Andy Singh** said that without the help of the TCEDA, his business would not exist. On behalf of the Valley Sierra Small Business Development Center, and herself individually, **Tiffany Phillips** voiced her support for TCEDA and all it does. **A member of the public** spoke in support of TCEDA and its Budget. On behalf of Yosemite Title Company, **Jeff Kerns** asked for the City's support for the Budget.

There was no further public comment. Councilmember Hawkins voiced his support to endorse said Budget stating that the TCEDA is a wonderful addition to our community, and that we are fortunate to have Larry Cope. Councilmember Segarini asked Cope to elaborate on TCEDA's Business Outreach Program to which Cope responded. Councilmember Plummer commented that the objective and mission of the TCEDA is exactly what Sonora needs, and that he supports it, but that he does not see a measurable outcome of businesses; he wants Cope to come up with some metrics. Cope responded that the measurable outcome is set by the TCEDA; that it's difficult, how do you measure influence; but said that he and the Board are very willing to sit down and discuss it. Mayor Pro-Tem Garaventa said that from what he has seen when sitting in for the Mayor at Board Meetings, it is very clear that it is a Board direction on how the measurables are or are not being done, and that when seeing what is happening in other cities, there is a very favorable sight measurability with Sonora that seems quite clear. Mayor Williams asked about the questions Cope asks the businesses involved in the Business Outreach Program, to which Cope responded that questions are related to a number of variables with each business, and he gave some examples. Mayor Williams mentioned that the City General Plan states under Economic Development that economic assistance should continue to be supplied, and that she feels measurables are worth discussing. Councilmember Segarini commented that the Central Sierra Economic Development Board which consisted of numerous cities and counties was greatly helped by Cope.

MOTION by Councilmember Segarini, second by Councilmember Hawkins, and unanimously carried that the City approves the proposed TCEDA Budget for FY 2019 as presented.

Vision Sonora Design Committee Recommendation Regarding Permanent Closure of Linoberg and Staff Direction. The Council considered the recommendation of the Vision Sonora Committee to permanently close Linoberg Street, and possible direction to City Staff to prepare the necessary environmental review. Administrator

Miller reviewed history noting that at the September 5, 2017, Council Meeting, the Council authorized the Vision Sonora Design Committee to move forward with a Conceptional Improvement Plan absent any funding for outside services, and that the Design Committee has done so. Laurie Lehmann, member of the Design Committee, gave a power point presentation of said Conceptional Plan. Noting that Plan approval is not before the Council for action at this Meeting, Miller stated that Staff is solely seeking Council direction regarding the preparation of the environmental review that would be necessary for Linoberg Street permanent closure.

Requesting that each speaker be limited to three minutes, Mayor Williams asked for public comment. **Marianne Wright**, business owner at 64 N. Washington Street, stating that there may be possible loss of shoppers in the area due to the closure of Linoberg Street, asked that if the Street's permanent closure is approved, that enough time be allowed for Vision Sonora designers to allow for fund raising for quality design and construction with the use of local materials, and also that the public restroom project on Sheppard Street be completed as soon as possible for patron access during Linoberg Street events. **Laurie Lehmann** said that closure of Linoberg and creation of the paseo is her favorite Project of all that are a part of the Vision Sonora Plan, and it had the highest public approval rating; that she does not see the need for any tax dollars because she pictures it as a community project where the mural art will be an art alliance collaboration and that plants and furniture will probably come from donors as well. City resident **David Axelrod** requested that City public meetings be held later than 5:00 p.m. to allow for those who have regular business hours to attend. He supports the closure of Linoberg to create the paseo project because the Street is dangerous for pedestrians and has very poor visability when entering into traffic onto Washington. He said that it is a great opportunity for user development and suggested using native shrubs and trees. He would like to see sculpture included, and that there not be construction of a curb to allow easier emergency access. **Katie Fisher** representing the Sonora Tap Room on Linoberg Street, said that the owners are enthusiastically in support, and many of its patrons are as well. **BZ Smith**, downtown property owner and one of the originators of the Second Saturday Night Art Walk event, noted her support for the paseo project and the support of downtown business owner Mark Endicott who was unable to attend this Meeting, and she thanked the Vision Sonora Design Committee Members for their work. **Sharon Marovich** appeared on behalf of the Tuolumne Heritage Committee to express its support to permanently close Linoberg Street stating that the paseo will add social activity and attractiveness in downtown Sonora, and it is a wonderful opportunity to add beauty to make the Queen of the Southern Mines even more regal. **Donna Young** said the paseo will cultivate outdoor atmosphere. **Judy Grossman** spoke to the importance of keeping young business people in the County and of bringing more young business in; she commented that to have a vibrant downtown, we must enhance

and grow with the times as well as supporting our history. **Elena Linehan**, owner of the historic Burnham house on Linoberg Street, appeared in opposition to closing Linoberg Street stating numerous reasons. Linehan submitted a copy of her comments which is attached hereto as Exhibit "C", and made a part hereof for reference. **Jeff Kerns**, owner of Yosemite Title Company, said that he agreed with Linehan's comments, he opposes permanent closure, but thinks temporary closures for special events would be okay, and to go ahead and paint the murals as the street is. **Collette Such**, downtown property owner, said that even though Linoberg is a street she regularly uses, she supports closing it for the paseo. **Bree Ferguson**, downtown resident, agrees with all the comments spoken in favor of permanent closure; that she and her husband would prefer having a nice space even though they use it for driving. **Joanne Miller** said that as is Linoberg Street is not a safe street. **Evelyn Thompson** said that she is a 29 year resident of Sonora and is in favor of closing the Street. **Leslie** said that she came to the Meeting with no preconceived idea, but commented that if the City does move forward, she would like to see the area covered from the sun and bad weather.

City Clerk Cassinetto read the names of those who submitted letters in regard to the closure of Linoberg Street; 12 letters were received with 11 in support and 1 against as follows: In favor: Joanne Miller, Harry Ohls, Erin Callahan, Sally Sowle-Taylor, Mark Endicott, Megan Mills, Mindy Calbert, Lauren Hurley Kruger, Deborah Hart, Neil B. Goodhue, Kristin Crownover; Against: Paul Howay. Said letters are attached hereto as Exhibits "D-1 through D-13, and are made a part hereof for reference.

There was no further public comment. Administrator Miller asked for Staff direction. Miller briefly reviewed what would be included in the environmental review. Councilmember Segarini stated his support for moving ahead with the environmental review but has concerns regarding the cost of the environmental study and traffic issues because he has experienced congestion in downtown and sees all connector roads being used including Linoberg; he would like to see an estimate of what the maintenance cost would be for the paseo, and has concern that the homeless may find it inviting. Councilmember Hawkins said that he likes it a lot, and he has received numerous letters and phone calls from supporters. Councilmember Plummer said that he likes it; he has spoken to adjacent shop owners who have concern that it be kept clean and be designed with discouragement to those who may want to sleep there. Mayor Williams stated her support.

MOTION by Councilmember Hawkins, second by Councilmember Plummer that Staff be directed to prepare the necessary environmental review for Linoberg Street permanent closure.

Mayor Pro-Tem Garaventa said that he had concerns along the lines of Councilmember Segarini's including the cost for maintenance, the gathering of the homeless and transients, and design issues.

The above MOTION as stated passed unanimously.

MONTHLY REPORTS

None. No public comment.

VISION SONORA COMMITTEE REPORT

None

COMMUNICATIONS

1. Sonora Business License Activity for January through March 2018.

COUNCILMEMBER/DEPARTMENT HEAD REPORTS

Interim Police Chief Vanderwiel reported that at tomorrow's Board of Supervisors Meeting, Officer Ashley Brandow is being recognized for her contribution to victims' rights. **Councilmember Hawkins** noted that he recently took a tour of the Lambert Walk-In Center which was a very nice tour and encouraged all Councilmembers to take a tour. **Councilmember Plummer** said that the Meeting was going to wrap up in time for him to donate blood at the Sonora Delta Blood Bank. **Mayor Pro-Tem Garaventa** reported that the next Homeless Task Force Meeting will be held on April 12, 2018; that he had met with Larry Cope; and that he had met with the Mayor, ATCAA and a member of the Board of Supervisors in regard to homeless issues. **Mayor Williams** noted that the Tuolumne County Visitors Bureau, in conjunction with Channel 7 KGO TV, have produced a Tuolumne County Tourism film which she viewed last Thursday; that she attended the *Welcome Home Vietnam Vets* sold out event and thanked all veterans who are serving and have served; and that there will be a Ribbon Cutting Ceremony at Sierra Bible Church at 11:30 a.m. on April 18, 2018, for its *Give Someone a Chance Showers of Blessings Bus* at which representatives for Congressman Tom McClintock, Assemblymen Frank Bigelow and Senator Tom Berryhill will be present.

ADJOURN

There being no further business to come before the Council at this time, the Regular Session Meeting was adjourned at 6:55 p.m. to the Regular Meeting on Monday, April 16, 2018, at 5:00 p.m. in the Council Chambers at City Hall.

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Marijane Cassinetto, City Clerk Date

Minutes Subject To Council Approval

April 1, 2018

Mr. Tim Miller
City of Sonora
94 North Washington Street
Sonora, California 95370

RE: **FY-19 TCEDA Request for Funding**

Dear Mr. Miller:

Last year TCEDA requested a 17% increase in annual funding from the City of Sonora, which resulted in a 3:2 vote for approval, but not without controversy. There were concerns expressed by City officials and the general public that the City's growing financial contributions to TCEDA were not sustainable given both the City's small budget relative to the County's budget and the growing demands for improvements to existing public services. During these budget hearings written documentation was provided to the City, as well as testimony that attempted to show that TCEDA had delivered only minimal value-added returns to the City over the past several years from both an economic growth perspective (new business and job creation within the City) and from their lack of measurable performance outcomes, i.e., past promises not kept.

Here we are again in 2018 with TCEDA requesting a new round of funding. This year is no different in that the same concerns from last year exist. These concerns can only be addressed, in my opinion, if TCEDA will provide detailed documentation and performance data to the City Council that substantiates their claims of achieving various economic development improvements as reported in last year's newspaper articles and in TCEDA staff performance reports submitted to the TCEDA Board of Directors.

Before the City approves TCEDA's request for funding, I would recommend that the City Council seeks answers to the following questions. These questions have been raised in the past in numerous Letters to the Editor, but had gone unanswered by TCEDA, either in writing or on their own web pages. Hopefully this year will be different. Please forward these questions to the City Council members for their review and consideration.

1. ***Past Economic Development Improvement within the City of Sonora –***

TCEDA claimed last year in the Union Democrat (Tuesday April 16, 2017) that "the City has seen a return of $10 million and creation of hundreds of jobs through projects the TCEDA has worked on with area businesses." In addition, TCEDA claimed in the same

EXHIBIT "A"

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article that this $10 million in return-on-investment "could grow to $65 million if planned projects are completed in the coming years."

TCEDA should be required to provide the following information:

Documentation of how TCEDA came up with the numbers quoted in the news articles and performance reports submitted to the Board of Directors, including any financial analytical model(s) used to quantify these numbers. They should also be required to provide a list of all the business projects that are located within the City that TCEDA believes contributed to the "$10 million in return-on-investment" or are part of the "$65 million" in "planned projects." What are the number of jobs per business that were created as part of the "creation of hundreds of jobs through projects the TCEDA has worked on with area businesses?"

2. New Business / Job Creation Numbers

In previously published documents provided to the TCEDA Board of Directors, TCEDA staff reported that they have been responsible for the creation of hundreds of new jobs throughout the community. The report did not segregate these numbers between the City of Sonora and the unincorporated area of Tuolumne County. It is important to have a breakdown of these numbers so that the City can determine if its financial contributions are having a measurable impact on the creation of new businesses, the creation of new jobs, or the retention of businesses within the City limits. How many businesses where created last year vs. how many businesses closed?

TCEDA's recently adopted Five Year "Work Plan" sets forth five new performance objectives with measurable outcomes. The majority of these objectives involve business and job creation. The type of businesses that are primarily being targeted by TCEDA can be classified as "Big Box" stores (stores with more than 50 employees). Since Big Box stores traditionally have their own business executives that conduct marketing, real estate and regulatory analyses before deciding to locate in a community, TCEDA services would have minimal impact on that type of business growth in the City. Most of the businesses in the City are small with 10 or fewer employees and currently do not pay family wages; consequently, they are not the type of business that is targeted in the TCEDA Work Plan. With limited area for new Big Box development and the need to assist existing and encourage new small businesses within its boundaries, the City of Sonora would not derive a significant benefit from the performance objectives and outcomes included in TCEDA's recently adopted Work Plan. The Work Plan never even mentions the City of Sonora.

TCEDA has claimed that several hundred new jobs have been created due to its direct involvement with new clients. This claim is questionable. Most of the new businesses that have opened recently in the City had contacted City staff directly to obtain

information and assistance rather than going to TCEDA. The City staff had provided the requested information to those seeking to open new businesses or refered them to the appropriate regulatory agency, such as the County Environmental Health Division for a Food Facility Permit, as well as other organizations, both private and governmental, that provide important information similar to what TCEDA provides. Many of these business owners have stated that they have never heard of or interacted with TCEDA staff. So TCEDA should provide a list of the names of the new businesses for which TCEDA has had "direct involvement" and the number of new jobs created from these new businesses. If the business names need to be kept confidential, provide a description of the business instead of the name(s). Show the City Council the data.

3. *Innovation Lab*

The Innovation Lab was created in 2014 with the mission to "focus on building, growing and attracting innovative companies to Tuolumne County." Since that time, there has been no documented evidence that any new business venture, new product idea, or any new jobs have been created as a result of the Innovation Lab. In fact, no measurable performance data has been published on the Innovation Lab website since its creation. Also, the information I have obtained from TCEDA through three (3) Public Information Act requests in 2017, shows that no new companies have been created or relocated within the City or the County due to the Innovation Lab.

TCEDA should be required to provide information on how the Innovation Lab has benefited the City of Sonora or the County through either business or job creation. They should also be asked to describe the return on investment to the City from the Innovation Lab's work and what is the estimated return on investment going forward using real data, not wishful thinking or promises made in five-year action plans.

4. *The Downtown Outreach Consulting Service Contract:*

TCEDA released a Request for Proposals (RFP) for a consultant to conduct a "downtown outreach project" in October 2017. The estimated cost of this project is $10,000.

The "downtown outreach project" is designed to ascertain the needs of local businesses and to identify what TCEDA can do to assist in job creation. As provided in the RFP, the Scope of Work requires the consultant to achieve the following six (6) specific goals on behalf of TCEDA: 1) interact with business owners; 2) provide small business advice; 3) refer small businesses to assistance programs; 4) provide insight about business conditions in Sonora; 5) provide additional assistance for those businesses facing "immediate closure and layoff;" and 6) help update existing business guides for SCORE.

The RFP Scope of Work includes tasks that should already be performed by TCEDA staff through its "business retention" program that has been in existence for over the several years. The local SCORE organization could also complete many of the tasks included in the Scope of Work since they are part of the national SCORE's charter to provide support to new and existing businesses. SCORE provides services at no cost to citizens attempting to open a new business.

Hiring a consultant to "interact with business owners" and to hear their concerns is redundant since a business survey had already been conducted by Chico State University as part of the 2017-2022 Central Sierra Economic Development District (CSEDD) Comprehensive Economic Development Strategy. The key findings from the 18-question survey found that the main concern among existing businesses was that regulatory requirements were driving up the cost of developing new businesses and creating new jobs. Also, a lack of job opportunities and skilled workers were reported as a major obstacle of economic development. Many of these same concerns continue to exist in the community but are not being addressed by TCEDA. If they being addressed, request that TCEDA show you the data on how many businesses have been created in the City and how many new jobs have been created (or lost).

Summary / Recommendation

TCEDA's knowledge of economic development issues has never been in dispute. The agency's ongoing dialogue with the City and the County regarding strategic and economic plans can be viewed as helpful. But at what cost? TCEDA's day-to-day advice to the City can be viewed as redundant and not cost-effective since the City conducts most of its own economic development activities with local businesses, non-profit organizations, the various Chambers of Commerce and with other local, state and federal agencies involved in economic development and regulatory control. All of these organizations are ready, able and willing to engage in day-to-day talks with anyone seeking information regarding new business development, real estate, regulatory controls and many other topics germane to local economic development challenges and opportunities. It is likely that if TCEDA were to downsize or be eliminated tomorrow, there would be no material impact to the City of Sonora or its citizens.

The City of Sonora has a limited budget with many financial demands to meet the needs of its citizens. Can the City afford to fund the TCEDA when it has delivered so little value-added (documented) return on investment?

The City has demonstrated that it is capable of taking on more responsibility over its own economic and business development goals. The City should chart its own multi-

year path for a modern, efficient and sensibly funded economic development program to support its local businesses as an alternative to participating in the TCEDA joint powers authority.

Sincerely,

Ken Perkins, Sonora

EXHIBIT "A"

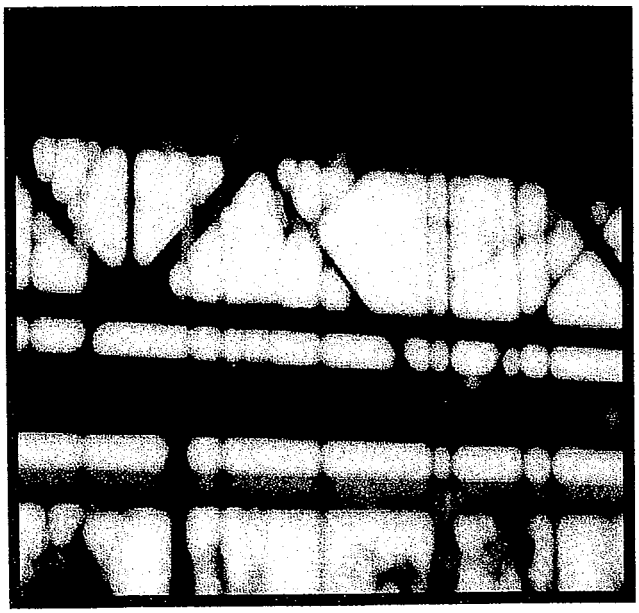
Tuolumne County Economic Development Authority

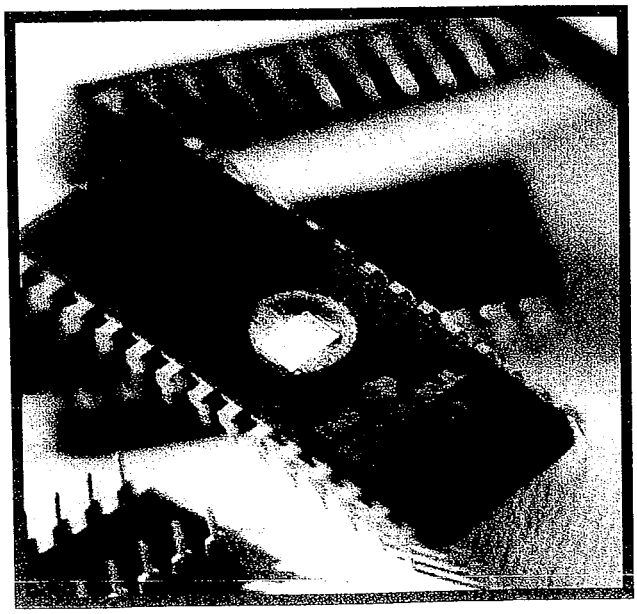
Annual Report

March 2018

EXHIBIT "B"
Page 1 of 5

Promoting a diverse and growing economy by pursuing business retention, expansion, and attraction that enhances quality of life in Tuolumne County.





Connecting with Our Businesses

Action Item A: Manage a business retention and expansion program focused on companies with the growth potential of five or more jobs.

Facilitate job creation by working with existing businesses to expand or relocate their facilities within our county. Help by assisting them in accessing capital, training personnel and expanding their markets. Focus will be on companies that pay a family wage.

Measurable Outcome: Ongoing visits are made with existing businesses and assistance is provided. A minimum of 250 client visits will be conducted.

Results: Over 120 businesses were contacted and/or visited over the past year. Over 1,758 interactions and client visits were recorded with existing companies.

Examples of the types of companies are as follows: Sierra Pacific Industries, Sandvik, MMI Sonora, Kinematic Automation, MicroTronics, American Wood Fibers, Reverb, Evergreen Lodge/Rush Creek, Black Oak Casino Resort, banks, media, real estate and internet companies.

Attracting New Businesses

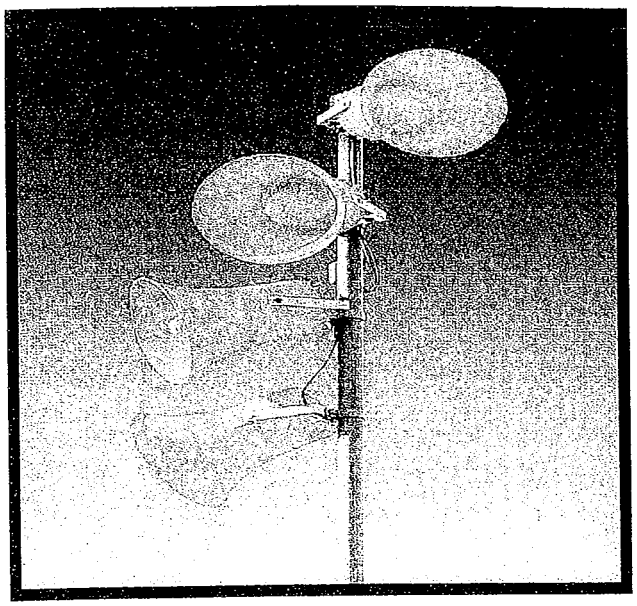
Action Item B: Manage a comprehensive business attraction and recruitment program.

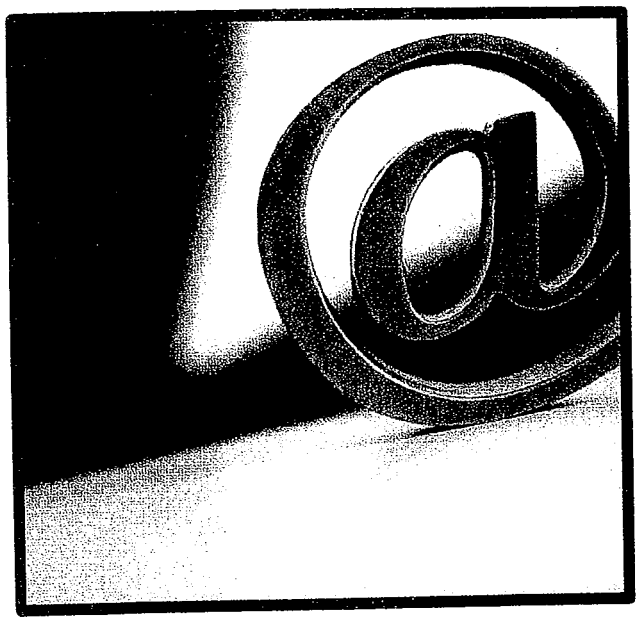
Use new and existing techniques to recruit businesses for Tuolumne County.

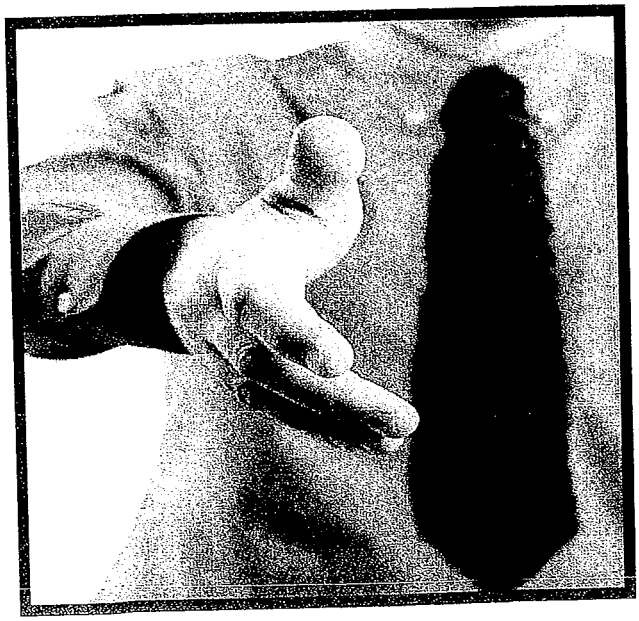
Attend industry meetings, networking events, trade shows and conduct in-person company visits focusing on companies that can benefit from our three main attractions (natural surroundings, available natural resources, growing healthcare needs).

Dedicate a majority of the time on companies that hire at least 20 employees and that pay a family wage.

EXHIBIT "B"







Measurable Outcome: Minimum of 500 "out of county" businesses are contacted, marketed to and/or visited.

Results: Over 3,100 "out of county" businesses were contacted, marketed to and/or visited.

TCEDA staff attended, prospected and/or participated in the following events:

- BIOMEDevice - MDM
- RECon - Global Retail Real Estate Convention
- Made in the Bay Area: Manufacturing Innovators Event
- Society3 Pitch Events (10-12 events per year)
- PitchForce - San Francisco Pitch Event

Networked with hundreds of companies at various venues such as:

- Galvanize
- The Vault
- RocketSpace
- Parisoma
- TechCode - Mountain View
- Google Launchpad

Researched, prospected and then visited several dozen Bay Area companies to recruit to Tuolumne County.

Business Assistance

Action Item C: Provide start up assistance to local businesses.

Facilitate job creation by working with startup businesses within our county. Help by assisting them in developing their business skills, accessing capital, training personnel and expanding their markets. Focus will be on companies that pay a family wage.

Measurable Outcome: New businesses are encouraged to start up in Tuolumne County. Visits will be conducted with any known new startups.

EXHIBIT "B"
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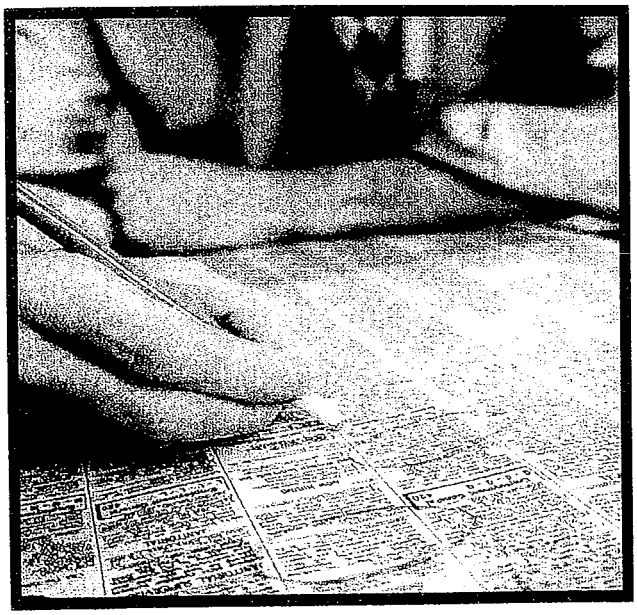


Results: Through partners and TCEDA staff over 38 small startups were assisted in accessing capital, developing their business skills, training their employees and expanding their markets.

The TCEDA also partnered with the Valley Sierra Small Business Development Center, Tuolumne County SCORE chapter, City of Sonora, Rural County Representatives of California, USDA Rural Development and Central Sierra Economic Development District to bring training and small business counseling to our local small businesses.

Workforce Housing and Training

Action Item D: Encourage workforce development and workforce housing.

Work closely with workforce partners to form innovative partnerships to assist our businesses in hiring and/or training employees and providing a pathway for local youth to establish careers in the community.

Additionally, work diligently on training of residents for future career fields that are expected to expand.

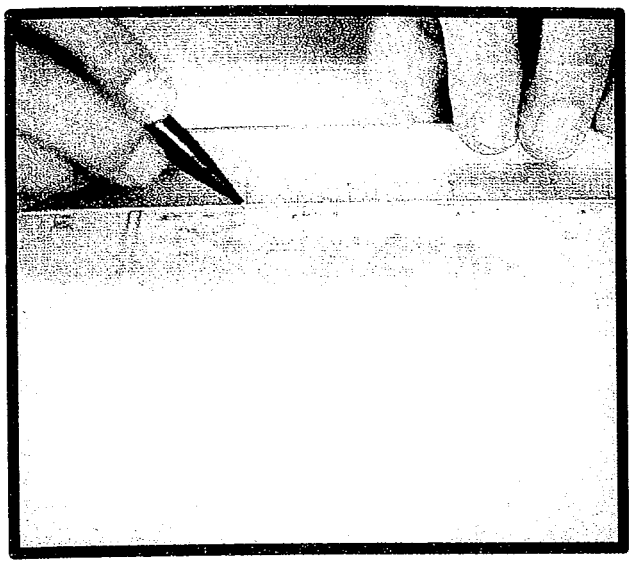
Help local planners, builders, real estate firms, non-profits and other interested partners expand the availability of workforce housing.

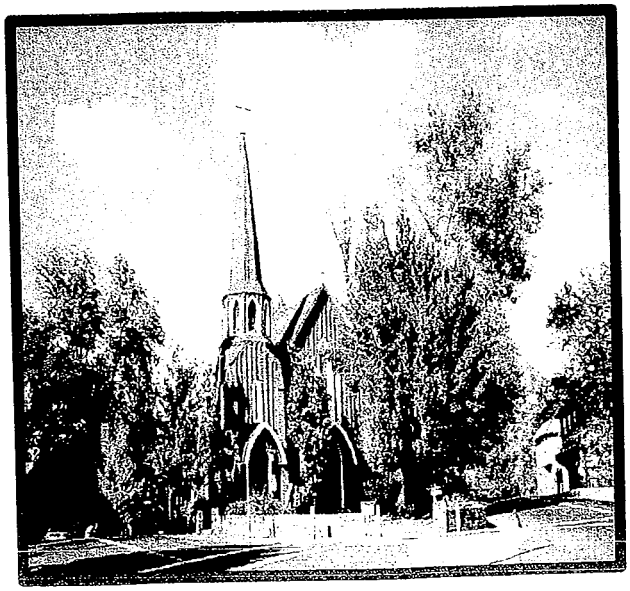
Measurable Outcome: An established and ongoing relationship is maintained with housing and workforce partners.

Results: The TCEDA continues to work closely with workforce partners such as Mother Lode Job Training (MLJT), Columbia College and the Employment Training Panel.

Together with Tuolumne County's Community Resource Agency, Tuolumne County Board of Realtors, Tuolumne County Business Council and other partners the TCEDA is working to find opportunities to build affordable and workforce housing in Tuolumne County. In 2018 the TCEDA will hold a "housing conference" to bring interested parties together and spur interest in bringing housing to Tuolumne County.

EXHIBIT "B"





Long Term Strategies

Action Item E: Long term research and planning is conducted to find additional growth opportunities for Tuolumne County.

- Research and/or hire researchers to review possible avenues of growth for Tuolumne County.
- Health Care, with a focus on senior care and research and development.
- Forestry bio-mass to "product" research and development.
- Water conservation and associated research and development.
- Changes in retail from "brick and mortar" to online and delivery services.
- Changing downtowns and what can be done to keep them vital.

Measurable Outcome: Areas of focus are researched, prioritized and studied; at least two studies are conducted and discussed by TCEDA Board, with future action plans implemented.

Results: The TCEDA is entering into its fourth year of partnership with UC Merced and their Capstone program. The last three years of Capstone programs have focused on alternative uses for woody biomass that overly abundant in our local forests.

Multiple solutions have been provided and away commercialization possibilities.

The TCEDA staff continues to study how downtowns are changing and what can be done to keep them vital. In addition to research and attending conferences like the California Main Street Conference the TCEDA has partnered with the Valley Sierra Small Business Development Center to conduct outreach to all small businesses in every downtown in Tuolumne County. This program was approved and started in 2017 and the first results of the outreach should appear late in 2018.

EXHIBIT "B"
Page 5 of 5

COMMENTS FROM ELENA LINEHAN FOR APRIL 2, 2018 CITY COUNCIL MEETING

I am Elena Linehan. I own the historic Burnham Home on Linoberg Street.
I read in the paper that Marianne Wright says the road should be closed permanently because it would be simpler than turning it into a convertible street. This isn't an either or proposition, there is a third option. That is leave it alone and keep it as a roadway.
Once you close this block of Linoberg Street there will be a 1000 foot stretch between Church and Bradford before you can drive from East to West into downtown. This will have a negative impact on traffic congestion and circulation of our downtown.
This will be complicated even more if you continue with your plan to make Jackson a one way street.
And why does the city insist on using a design consultant with no understanding of traffic in a business district? This traffic study done on Fri/Sat/Sun -- hardly the busiest days in downtown. Why decide this street closure based on an unrealistic measure of our business workday traffic?
Laurie Lehman has stood before this council and said we need to close Linoberg to make downtown Sonora more "walkable." I stood at the corner of Linoberg and Washington Street and asked 100 people "Do you think downtown Sonora is walkable?" 99 out of 100 people said yes, they believe downtown Sonora is walkable. So you don't have to close Linoberg, we've already achieved this goal.
I have a co-worker who would like to see Linoberg closed because she wants to dance on it. To which I say, she's not dancing there now. She's not dancing there at 3 a.m. I know she's not dancing there at 6:30 in the morning because she struggles to get up on time to get to work at 8. But I can guarantee you there are cars on Linoberg at all of those hours. I knows, because I can see that stretch of the road from the kitchen window of the house I own. It's a busy little street.

EXHIBIT "C"

We are told by the Vision Sonora committee that closing Linoberg will add two new parking spaces to the downtown. Not if you plan to keep the crosswalks. I've paced the opening and by my best estimate, the space would not allow additional parking if you meet the setback required for the crosswalks. And taking out the crosswalks to put in a park won't help make the city more "walkable."

But why gush about additional parking when you've closed 26 parking spaces in the lot on Green Street so Doug Kennedy can build his beer hall? And Vision Sonora calls for eliminating 40 parking space to create an additional park on the lot at Stewart and Theall where the Farmers Market is held.

Rachelle Kellogg tells us that closing Linoberg will bring Economic Develop to downtown. How? Business on either side of Linoberg are opposed to closing it. The one business supporting the closures want to use the street to double their floor space. I think it is wrong to remove a roadway used by the public to benefit one business. If the Tap Room needs extra room it might be better to move them into one of the vacancies available in downtown. The old Sentinel Savings building would be a great spot – it even comes with parking.

I did like Jon Wright's letter in Union Democrat about a statue to Connie and renaming the street for Laurie. But what I really liked was his suggestion that if this new park is what the public wants, buy some property and build it there. The open space next to the McGowan house would be ideal for a park. There's space for your music and seating, and even have a beer garden, if you want.

And let's face it, the park you place on Linoberg Street will be called Dead Tree Alley by the locals and soon by the tourists. Between the fumes and the heat, nothing will grow there and no one will want to be there. And we all know the poor job the city does keeping up on any of its landscaping projects. I've shown you the pictures.

Everything you want to do on Linoberg Street Could be done in Coffill Park. You can have art shows there, children activities, music, dances, even a beer garden, if that is what you want. It even has parking and bathrooms.

Reject this idea. It is not what the public wants and it is bad for downtown Sonora.

From: JOANNE MILLER sonorajo@me.com Support
Subject: Closing Linoberg Street
Date: Mar 31, 2018 at 11:32:04 AM
To: marke.plum@gmail.com,
cwilliams@sonoraca.com,
gsegarini@sonoraca.com,
jgaraventa@comcast.net

City Council,

Friday night, my husband and I wanted to enjoy the beautiful evening. We live in downtown Sonora. We highly support the businesses in town.
Where did we end up? In Jamestown. Why? Because on this beautiful evening, Jamestown had outdoor places open to eat, have a glass of wine, enjoy a cigar
or just sit and relax without having to be in noisy restaurants.

Don't get me wrong, I love our restaurants. I love the Tap Room. But nowhere is there a nice place to sit outside and enjoy the beauty of our town. Certainly not Coffil Park and not
Courthouse Square. Those are great places for Magic of the Night or the dances of Second Saturday when there are lots of people around.

We need a place with comfortable places to sit, have a tea purchased at Amalas or another restaurant. Someplace to talk, say hi to others who might be in the same area,meet neighbors out for a stroll. The few times the street has been closed have been amazing! Dancing, clapping,talking,

enjoying art. Its invigorating to this old town. I am not asking for liquor to be allowed as that is a whole separate issue. Please, think what a place like this can do for our city. We wouldn't have to go to Jamestown, or Murphys to enjoy outdoor seating. We also would not have to take our children to a better place than Coffil Park to see Santa! That was awful last year and i was embarrassed to take out of town guests there to see him. they felt like he had been banned to a dungeon. Put him back at Linoberg, where he brought joy and smiles to even those who were just walking by.
The happiness at that corner was wonderful and uplifting.

Please Close Linoberg! Its not going to upset traffic patterns, but it will help downtown.

Thank You,
Jo Anne Miller

EXHIBIT "D-1"

Support

From: **Harry Ohls** rhohls@yahoo.com
Subject: **Monday evening Council Meeting**
Date: **Apr 1, 2018 at 3:01:36 PM**
To: **Connie Williams**
conniewilliams4citycouncil@gmail.com

Connie, very much enjoyed our coffee..... will be taking Dona over to Stanford all day
Monday for pre-op information, so will not be able to attend the Council meeting..

So have a good meeting about Linoberg, tomorrow. I would support it. best.
harry

EXHIBIT "D-2"

Support

Tim Miller

From: Erin Callahan <erincallahansonora@gmail.com>
Sent: Saturday, March 31, 2018 8:19 PM
To: tmiller@sonoraca.com
Subject: Closure design concept

Hi Tim,

BZ Smith shared a drawing of a downtown side street closure concept! I think it is a terrific idea!

My husband and I have been Tuolumne County residents since 1989 and though we do not live in Sonora (we live in the Jamestown Township) we consider Sonora our home as well.

It is exciting to see the new restaurants and business' in downtown and we feel this type of venue will only add to the Sonora experience!

Thank you for your service!

Sincerely,

Erin and Tom Callahan

EXHIBIT "D-3"

Support

Tim Miller

From: ssowle@goldrush.com
Sent: Saturday, March 31, 2018 6:42 PM
To: tmiller@sonoraca.com
Subject: Street closed

I would like to see the Street closed off for other events. It looks like a wonderful idea to have it closed for the public. A simple inexpensive way to make Sonora more attractive and profitable. Sounds like a win,win to me! Sincerely, Sally Sowle-Taylor. Twain Harte

EXHIBIT "D-4"

Page 1 of 1

Tim Miller

Support

From: Mark Endicott <markendicott@gmail.com>
Sent: Monday, April 02, 2018 3:40 PM
To: tmiller@sonoraca.com
Subject: Linoberg closure.

Dear Mr. Miller,
I will be unable to attend the council meeting tonight when closing Linoberg Street will be discussed. However, I'd like my feelings about this matter to be known and considered by the Council.

I am fully in favor of giving this project a fair trial. My hometown, Eugene, Oregon, did this to a couple of downtown alleyways in the early 1970s. It involved collaborations between Landscape designers, Sculpturors and of course, City personnel. And it was a huge success.

I've always found using that section of Linoberg St. to be quite problematic, as it is very difficult to enter or cross traffic on Washington. It's nearly impossible to see oncoming traffic without endangering ones self. We have several other streets available for accessing Washington street.

I believe this project could be a very positive addition to the pleasant ambience of downtown Sonora. Therefore, I encourage the Council to give it a try.

Regards,
Mark Endicott
Managing partner-Benjamin Fig

Sent from my iPad

EXHIBIT "D-5"

Page 1 of 1

Support

Tim Miller

From: MEGAN MILLS <meganmills3555@comcast.net>
Sent: Monday, April 02, 2018 3:41 PM
To: tmiller@sonoraca.com
Subject: I Support the Linoberg Closure

Dear Mr. Miller,

I am unable to attend tonight's city council meeting, but I would like to express my support for the Linoberg Closure proposal. I am a resident of Sonora, and my family has been a part of this community since 1974. I am a Sonora Elementary School graduate, I attended Sonora High School and Columbia College, and my 18 year old Son has been raised in this community his whole life. I have made my home and my career here in Sonora as an adult, and both of my adult parents have lived and worked here for 30+ years, and are both soon to be retirees here. I love the idea of this space for walking and socializing. Healthy outdoor spaces such as this will make our community even more unique and welcoming for all generations of people.

Thank you for your time and consideration.

Sincerely,

Megan Mills

EXHIBIT "D-6"

support

Tim Miller

From: Mindy Calbert <mindy@utltrn.com>
Sent: Monday, April 02, 2018 3:13 PM
To: tmiller@sonoraca.com; marke.plum@gmail.com; cwilliams@sonoraca.com; gsegarini@sonoraca.com; jgaraventa@comcast.net
Subject: Input in favor of proposed Linoberg Street closure

Dear City Council Members and City Planner,

As a homeowner and business owner within the Sonora city limits, I am writing to voice my support of the proposed closure of Linoberg Street.

The closure of Linoberg Street is a great move forward in rejuvenating our downtown area and creating more diverse, dynamic appeal to both locals and tourists alike! I am personally excited to attend events in the type of atmosphere proposed on Linoberg. I feel that our business, and hopefully all of the downtown businesses, will also benefit from this example of beautification and progress.Green spaces and creativity are an accurate representation of our vibrant community that I hope to see more of as Sonora continues to grow and thrive.

Thank you for your consideration,

--
Mindy Calbert
utltrn.com
Form Following Function
Design/Copy/Print/Press

EXHIBIT "D-7"

Tim Miller

From: Lauren Hurley Kruger <ahurleygirl@gmail.com>
Sent: Monday, April 02, 2018 3:57 PM
To: tmiller@sonoraca.com
Subject: Linoberg Closure Discussion

Mr Miller

As a resident of Tuolumne and a downtown business owner, I'd like to weigh in my opinion.

I am in favor of the closure of Linoberg Street, for use as a pedestrian area, and for special events hosted by the community. However, I do not believe that any businesses located on or adjacent to the street should be granted access for private use as outdoor seating or receive any special treatment in regards to this pedestrian area.

Once closure is granted, I hope to see the process of decision making in regards to design and execution be open to the public as well.

Best,
Lauren Hurley

EXHIBIT "D-8"

Support

Tim Miller

From: Deborah Hart <dogmomhart@aol.com>
Sent: Monday, April 02, 2018 3:54 PM
To: tmiller@sonoraca.com
Subject: Linoberg closure

Hello Mr. Miller,
My name is Deborah Hart. I live in Sonora and am unable to attend tonight's meeting. Please count my vote for the permanent closure of Linoberg. I believe this will help renovate and improve the downtown area.
Thank you,
Deborah Hart
14401 Lake Vista Dr.
Sonora

Sent from my iPad

EXHIBIT "D-9"

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GOODHUE INVESTMENTS

Support

Post Office Box 11015
Piedmont, CA 94611-0015
Phone (510) 601-1600
FAX (510)601-1900
goodhuepropertyca@gmail.com

Neil B. Goodhue, CPM, CCIM
Partner

February 22, 2018

Ms. Laurie Lehmann
Vision Sonora Design Review Committee
216 Bradford Street
Sonora, CA 95370

Dear Ms. Lehmann:

I can't tell you how excited, surprised and pleased my wife, myself and my son were by your letter and the accompanying photos! I had actually contacted the prior Mayor of Sonora several years ago and advocated (unsuccessfully) for the closing of Linoberg Street. I am very happy to hear that the City is now supportive of doing so. This "street" has, in my opinion, not necessarily been safe, and certainly not that necessary, and will make an incredible pedestrian venue.

We very much give our approval to a historical mural for the wall of our Diamondback Building. If you want to do something creative on the building on the other side of the alley, please let me know – as we also own that property. Please keep us informed. We would like to visit as this project progresses!

Thanks again for all of your efforts in making Sonora an even better place for all to enjoy!

Best regards,

N. Goodhue

EXHIBIT "D-10"

Page 1 of 1

Support

From: Kristin Crownover
kristincrownover1318@gmail.com
Subject: Yes! On proposed closure of Lindberg Street
Date: Apr 1, 2018 at 9:17:32 AM
To: marke.plum@gmail.com,
cwilliams@sonoraca.com,
gsegarini@sonoraca.com,
jgaraventa@comcast.net

I won't be able to attend the meeting, but I think the closure is a great idea. Pedestrian use adds value and encourages people to get out of their cars and explore. And I'd love to sit outside the Tap Room under an umbrella and enjoy a craft beer.

Thank you for your consideration.

Kristin Crownover
A new Sonora resident and voter.

EXHIBIT "D-11"

Does not Support

From: Paul Howay phoway@hotmail.com
Subject: Proposed closure of Linoberg Street
Date: Mar 31, 2018 at 6:52:18 PM
To: marke.plum@gmail.com,
cwilliams@sonoraca.com,
gsegarini@sonoraca.com,
jgaraventa@comcast.net,
letters@uniondemocrat.com

Sonora City Council Members,
Please consider that Sonora has many streets that need repair, especially the well traveled Snell street from Washington street to Racetrack Road. It would not be a fiscally responsible to spend tax payers money on "appearance" projects on something like closing Linoberg Street. Especially since this project has the potential to benefit one business more than anyone else. Please consider the tax payers and their needs first. The reason Sonora is such a great place to live and visit is the small town look and feel, and that previous City Councils had the wisdom not to try and modernize our quaint community. I am not a native of Tuolumne county but unlike some others that have moved here I have not tried to change the things that make this the such a great place to live. Please keep Sonora the same great place that it has been! Please share this with Matt Hawkins since I don't have his email address.

Thank you,
Paul Howay
20352 Nashua Road
Sonora, CA

EXHIBIT "D-12"

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